



INTRODUCING PURINA® PRO PLAN® WET NUTRITION RANGE

Highly palatable formulas for long-term patient compliance



PURINA PRO PLAN® Feline Wet Nutrition Range

DIETETIC WET FOOD

Highly palatable formulas for better long-term compliance



EN ST/OX GASTROINTESTINAL



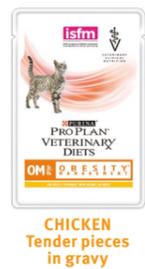
NF ST/OX RENAL FUNCTION



UR ST/OX URINARY



OM ST/OX OBESITY MANAGEMENT



DM ST/OX DIABETES MANAGEMENT



CN CONVALESCENCE



MAINTENANCE WET FOOD

Highly palatable formulas for long term health



JUNIOR NUTRISAVOUR



ADULT NUTRISAVOUR



DELICATE NUTRISAVOUR



HOUSECAT NUTRISAVOUR



STERILISED NUTRISAVOUR



ADULT 7+



DERMA PLUS



MAJOR GI CONDITIONS:

Highly palatable dietetic pet food for better long-term compliance from PURINA® PRO PLAN® Veterinary Diets

CLINICALLY
PROVEN EFFICACY

SIMPLE TO STOCK
AND RECOMMEND

HIGHLY
PALATABLE





A clinical diet to help manage intestinal disorders in cats of all ages

INDICATIONS

- > Acute or chronic gastrointestinal disease:
 - Acute or chronic diarrhoea
 - Weight loss and intermittent vomiting
 - Gastroenteritis and colitis
 - Malabsorption and/or maldigestion
 - Food intolerance
 - Inflammatory bowel disease
- > Liver disease not associated with encephalopathy
- > Convalescence

CONTRAINDICATIONS

- > Hepatic encephalopathy
- > Renal failure

KEY BENEFITS

- LOW RESIDUE**
Easy to digest ingredients to help reduce workload of the compromised gut
- ADDED FIBRE**
Added insoluble fibre to help regulate digestive transit
- GREAT TASTE**
Great taste to satisfy patients with reduced appetite

PRODUCT

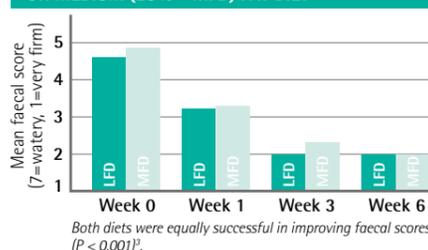


PROVEN RESULTS

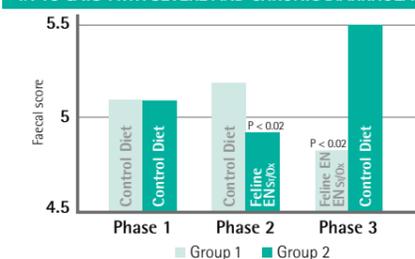
IMPACT OF FAT LEVEL IN A DIET DESIGNED TO MANAGE FELINE GI DISEASE

Traditional diets designed to manage GI disease have been based on feeding a low fat and relatively high carbohydrate food; however cats are naturally adapted to a low carbohydrate diet and are able to digest and utilise high levels of dietary fat. Recent studies have confirmed that fat restriction may not be beneficial in cats with gastroenteritis:

CHANGE IN FAECAL SCORES IN 60 CATS WITH CHRONIC DIARRHOEA FED A LOW (10% - LFD) OR MEDIUM (23% - MFD) FAT DIET



SIGNIFICANT IMPROVEMENT IN FAECAL SCORES IN 15 CATS WITH SEVERE AND CHRONIC DIARRHOEA



A highly digestible diet with moderately high fat levels presents numerous clinical advantages^{1,2}:

- It is better adapted to the unique feline digestive physiology.
- It better meets the nutritional needs of a cat with debilitating GI disease.

Although pancreatitis is increasingly recognised as a clinical entity in cats, the optimal diet to manage this disease in cats is unknown. Clinical improvement has been documented with or without fat restriction, and low fat diets may have no specific benefits in cats.

DAILY FEEDING GUIDELINES

To optimise nutrient digestion and absorption, the daily intake of Feline EN ST/OX Gastrointestinal should be divided into several small meals. Feline EN ST/OX Gastrointestinal provides complete and balanced nutrition for both adults and kittens. For kittens from 6 to 12 weeks, feed 40 to 80g of dry food as per table here below, and where necessary moisten with water until weaning is complete, then gradually reduce the added water.

FOR ADULT MAINTENANCE

| Body weight (kg) | Daily feeding quantities | | | | | | | |
|------------------|--------------------------|--------------------|----------------------|------------------|-----------|----------------------|-----------|--|
| | Dry only (g/day) | Wet only (can/day) | Wet only (pouch/day) | Can+dry combined | | Pouch + dry combined | | |
| | | | | Can/day | Dry g/day | Pouch/day | Dry g/day | |
| 2 | 30 | 2/3 | 1 1/4 | 1/3 | 15 | 1/2 | 15 | |
| 3 | 45 | 1 | 1 3/4 | 1/2 | 20 | 1 | 20 | |
| 4 | 60 | 1 1/4 | 2 1/2 | 1 | 10 | 1 | 35 | |
| 5 | 75 | 1 1/2 | 3 | 1 | 25 | 1 1/2 | 40 | |

For each additional 1 kg of body weight, feed an additional 15 g of dry food per day when only dry food is fed or 1/2 of can per day when only wet food is fed or 10 g of dry food when mixed food is given.

KITTEN GROWTH

| Age (weeks) | Daily feeding quantities | | | |
|-------------|--------------------------|---------------|-------------------|--|
| | DRY (g/day) | WET (can/day) | WET (pouches/day) | |
| 6-12 | 25-80 | 1 1/2 | 1 1/4 - 3 1/4 | |
| 12-26 | 45-100 | 1 | 2 - 4 1/4 | |
| 26-52 | 100-50 | 2 - 1 | 4 1/4 - 2 | |

INGREDIENTS

INGREDIENTS WET (POUCH)

With chicken: Pork (frozen liver & kidney, and dehydrated pork protein), chicken, turkey, dried egg, rice flour, pea fibre, dried yeast, fish oil, calcium sulphate dihydrate, pentasodium triphosphate, xylose, burnt sugar.

With salmon: Pork (frozen liver & kidney, and dehydrated pork protein), turkey, chicken, salmon, dried egg, rice flour, pea fibre, dried yeast, fish oil, calcium sulphate dihydrate, pentasodium triphosphate, xylose, burnt sugar.

KEY NUTRIENT VALUES

FELINE EN ST/OX GASTROINTESTINAL

| Key nutrient values* | Dry | Wet (can) | Wet (pouch)** |
|--|--------------|------------|---------------|
| Moisture | 6.5% | 77% | 76.4% |
| Protein | 40% | 10.5% | 11.5% |
| Fat | 20% | 6.5% | 6.3% |
| - Omega-6 fatty acids | 2.81% | 1.8% | 0.95% |
| - Omega-3 fatty acids | 0.71% | 0.3% | 0.3% |
| Carbohydrate | 23% | 3.1% | 3.0% |
| Crude fibre | 2% | 0.7% | 0.3% |
| Soluble fibre | 1.7% | 0.2% | 0.6% |
| Insoluble fibre | 4.7% | 1.3% | - |
| Bentonite | 10 000 mg/kg | - | - |
| Vitamin E | 550 mg/kg | 347 mg/kg | 221 mg/kg |
| Metabolisable energy (ME) ¹ | 3.9 kcal/g | 1.1 kcal/g | 1.1 kcal/g |

* Typical analysis in the final product. ** Average of the two varieties.
¹ Calculated using modified Atwater's factors.

INGREDIENTS WET (CAN)

Pork liver and kidney, turkey, rice, pork plasma, minerals, fish oil, cellulose powder, inulin.



A clinical diet to help manage chronic renal failure in cats.

INDICATIONS

- > Chronic renal failure (CRF)
- > Hepatic disease with encephalopathy
- > Reduction of recurrence of urate and cystine uroliths

CONTRAINDICATIONS

- > Not suitable for growth and reproduction

KEY BENEFITS

- LOW PHOSPHORUS**
Dietary phosphate restriction
Low level of phosphorous to help slow the progression of renal disease
- OPTI PROTEIN**
Restricted but high quality proteins
Restricted level of high quality proteins to help minimise loss of muscle and toxins formation.
- GREAT TASTE**
High palatability
Great taste to satisfy renal patients with reduced appetite

PRODUCT



PROVEN RESULTS

STAGES OF CHRONIC RENAL FAILURE

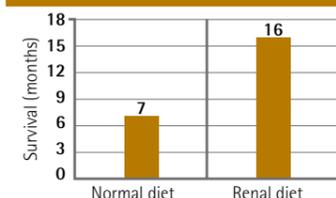
The International Renal Interest Society (IRIS)¹ has developed a four-stage classification of chronic renal disease:

- **Stage 1 - Early renal disease:** Renal disease/insults but no azotaemia (serum creatinine <140 µmol/l). May be reduced glomerular filtration and urine concentrating ability.
- **Stage 2 - Early renal failure:** Mild azotaemia (serum creatinine 140-249 µmol/l) with early/mild biochemical and clinical complications.
- **Stage 3 - Uraemic renal failure:** Moderate azotaemia (serum creatinine 250-439 µmol/l), and may be many signs of systemic complications present.
- **Stage 4 - End stage renal failure:** Severe azotaemia (serum creatinine >440 µmol/l) and increased risk of many signs associated with systemic complications, and uraemic crises.

Knowledge about the stages of renal disease may help both with prognosis, and prioritising further investigations and treatments. Although CRF is irreversible, appropriate intervention may help to:

- Limit additional damage to the kidneys (e.g. where an underlying cause can be treated).
- Slow the progression of disease and significantly enhance survival.
- Address complications that arise from the CRF (e.g. hypertension).
- Improve the quality of life for the patient.

DIETARY MANAGEMENT OF CRF SIGNIFICANTLY IMPROVES SURVIVAL IN CATS



Survival (months) of cats with renal failure fed a conventional diet or commercial renal diet²

DAILY FEEDING GUIDELINES

A gradual transition to a new diet may be especially helpful in cats with CRF. Cats with CRF that remain inappetent or anorexic cats should be assessed for nausea and uraemic gastritis. Warming the product to room temperature can enhance palatability for cats with a fussy appetite. Where adequate fluid intake is a concern, the PURINA[®] PRO PLAN[®] VETERINARY DIETS NF St/Ox Renal Function™ wet formula is strongly recommended. Cats with chronic renal failure should be fed Feline NF St/Ox Renal Function for life.

FOR ADULT MAINTENANCE

| Body weight (kg) | Daily feeding quantities | | | | | | |
|------------------|--------------------------|--------------------|----------------------|------------------|-----------|----------------------|-----------|
| | Dry only (g/day) | Wet only (can/day) | Wet only (pouch/day) | Can+dry combined | | Pouch + dry combined | |
| | | | | Can/day | Dry g/day | Pouch/day | Dry g/day |
| 2 | 33 | 1/2 | 1 3/4 | 1/3 | 10 | 1 | 15 |
| 4 | 65 | 1 | 3 1/2 | 1/2 | 30 | 3 | 10 |
| 6 | 100 | 1 1/2 | 5 1/4 | 1 | 30 | 4 | 25 |
| 8 | 135 | 2 | 7 1/4 | 1 | 65 | 6 | 20 |

For each additional 1 kg of body weight, feed an additional 1/4 of can per day when only wet food, and 15 g of dry food when only dry food fed.

INGREDIENTS

INGREDIENTS WET (POUCH)

Chicken variety: Pork (kidney, liver, trachea, dehydrated protein), chicken, pork fat, salmon (3%), flour rice, gluten, dried yeast, cellulose, minerals, various sugars.

Salmon variety: Pork (kidney, liver, trachea, dehydrated protein), chicken, pork fat, salmon (5%), flour rice, gluten, dried yeast, cellulose, minerals, various sugars.

INGREDIENTS WET (CAN)

Pork liver, turkey, poultry heart and liver, animal fat, rice flour, minerals, sunflower oil, fish oil, various sugars.

KEY NUTRIENT VALUES

| FELINE NF ST/OX RENAL FUNCTION | | | |
|--|------------|-------------|--------------|
| Key nutrient values* | Dry | Wet (can) | Wet (pouch)* |
| Moisture | 6.5% | 76.5% | 77% |
| Protein | 26% | 7.3% | 7.5% |
| Fat | 12% | 11.2% | 9.4% |
| - Omega-6 fatty acids | 1.28% | 2.6% | 1.25% |
| - Omega 3 fatty acids | 0.37% | 0.3% | 0.25% |
| Carbohydrates | 48% | 2.7% | 4% |
| Crude fibre | 3% | 0.3% | 0.4% |
| Calcium | 0.6% | 0.3% | 0.19% |
| Phosphorus | 0.5% | 0.10% | 0.12% |
| Potassium | 0.8% | 0.43% | 0.34% |
| Sodium | 0.2% | 0.1% | 0.07% |
| Taurine | 1500 mg/kg | 970 mg/kg | 1040 mg/kg |
| Vitamin E | 550 mg/kg | 143 mg/kg | 233 mg/kg |
| Metabolisable energy (ME) [†] | 3.6 kcal/g | 1.29 kcal/g | 1.23 kcal/g |

* Calculated using modified Atwater's factors.

[†] Typical analysis in the final product.

* Average of the two varieties.



A clinical diet for the management of Feline Lower Urinary Tract Disease (FLUTD).

INDICATIONS

- > Dissolution of struvite uroliths
- > Reduction of struvite urolith recurrence
- > Reduction of oxalate urolith recurrence
- > Idiopathic cystitis

CONTRAINDICATIONS

- > Not suitable for growth and reproduction
- > Chronic renal failure
- > Other conditions associated with diuresis
- > Fluid retention such as ascites and oedema

KEY BENEFITS

- LOW RSS/APR**
With ST/OX urinary security - to reduce the risk of urinary Struvite and Oxalate crystals and stone formation
- STRUVITE DISSOLUTION**
Struvite dissolution / ST dissolution
Promote dissolution of urinary struvite stones
- MODERATE KCAL**
Moderate level of calories
Moderate calorie to help maintain ideal body weight

PRODUCT



Chicken
Tender pieces in gravy
85g pouch

Salmon
Tender pieces in gravy
85g pouch

Mousse
195g can

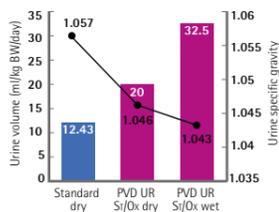
PROVEN RESULTS

IDIOPATHIC CYSTITIS

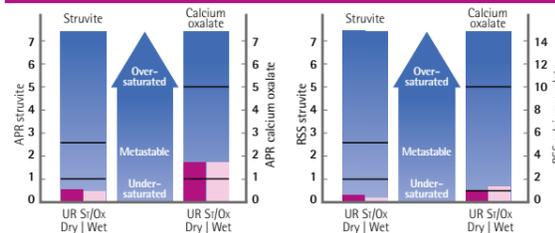
Feline UR St/Ox Urinary provides:

- a moderate and proven safe sodium content (0.37% in pouches and 0.17% in cans) to encourage an increased urine volume
- increased urine volume and decreased urine specific gravity (SG), to promote more frequent urination and a lower concentration of substances that may irritate the urothelium
- added omega-3 fatty acids and natural GAGs, that may help to reduce bladder inflammation and support the integrity of the bladder lining

URINE SG AND VOLUME IN CATS
FED FELINE UR St/Ox



RSS AND APR FOR STRUVITE AND OXALATE IN CATS FED FELINE UR St/Ox



DAILY FEEDING GUIDELINES

Recommended length of time for use: For dissolution of struvite stones, an initial feeding period of 5-12 weeks is recommended. For long-term use, an initial feeding period of up to six months is recommended, but the cat should be re-evaluated regularly as indicated by the underlying condition.

FOR ADULT MAINTENANCE

| Body weight (kg) | Daily feeding quantities | | | | | | | |
|------------------|--------------------------|--------------------|----------------------|------------------|-----------|----------------------|-----------|--|
| | Dry only (g/day) | Wet only (can/day) | Wet only (pouch/day) | Can+dry combined | | Pouch + dry combined | | |
| | | | | Can/day | Dry g/day | Pouch/day | Dry g/day | |
| 2 | 35 | 3/4 | 2 | 1/3 | 20 | 1 | 15 | |
| 4 | 70 | 1 1/2 | 3 1/2 | 1 | 20 | 3 | 10 | |
| 6 | 100 | 2 | 5 | 1 | 50 | 3 | 45 | |
| 8 | 130 | 2 2/3 | 6 3/4 | 1 | 65 | 3 1/2 | 60 | |

For each additional kg of body weight, feed an additional 15 g of dry food or 1/3 of can per day.

INGREDIENTS

INGREDIENTS WET (POUCH)

Chicken variety: Chicken, pork (liver, kidney, trachea, dehydrated protein), salmon (4,5%), dried greaves, flour rice, sodium chloride, cellulose, calcium sulphate dihydrate, pentasodium triphosphate, various sugars.

Salmon variety: Chicken, pork (liver, kidney, trachea, dehydrated protein), salmon (7%), dried greaves, flour rice, sodium chloride, cellulose, calcium sulphate dihydrate, pentasodium triphosphate, various sugars.

INGREDIENTS WET (CAN)

Pork kidney, liver & lung, turkey, poultry heart & liver, rice flour, cellulose, minerals, various sugars.

KEY NUTRIENT VALUES

| FELINE UR ST/OX URINARY | | | |
|--|------------|------------|---------------|
| Key nutrient values* and parameters | Dry | Wet (can) | Wet (pouch)** |
| Moisture | 6.5% | 80% | 80.5% |
| Protein | 35% | 10% | 9.5% |
| Fat | 12% | 5.3% | 4.5% |
| Carbohydrate | 37% | 2.5% | 2.4% |
| Crude fibre | 1.5% | 0.5% | 0.5% |
| Calcium | 0.8% | 0.14% | 0.20% |
| Phosphorus | 0.8% | 0.14% | 0.20% |
| Sodium | 1.2% | 0.17% | 0.40% |
| Potassium | 0.7% | 0.3% | 0.15% |
| Magnesium | 0.08% | 0.02% | 0.02% |
| Chloride | 2.4% | 0.28% | 0.38% |
| Sulphur | 0.3% | 0.21% | 0.23% |
| Taurine | 1500 mg/kg | 1480 mg/kg | 1500 mg/kg |
| Vitamin E | 550 mg/kg | 143 mg/kg | 161 mg/kg |
| Metabolisable energy (ME) ¹ | 3.5 kcal/g | 0.9 kcal/g | 0.80 kcal/g |
| RSS struvite | <1 | <1 | |
| RSS oxalate | <10 | <10 | |
| Urinary pH | 6 – 6.3 | 6 – 6.3 | |

* Typical analysis in the final product. ** Average of the two varieties.
¹ Calculated using modified Atwater's factors.



A clinical diet to help manage diabetes mellitus in adult cats

INDICATIONS

- > Diabetes mellitus
- > Enteritis
- > Chronic diarrhoea

CONTRAINDICATIONS

- > Renal failure
- > Hepatic encephalopathy
- > Growth and reproduction

KEY BENEFITS

- INSULIN CONTROL**
Clinically proven to help reduce insulin requirements in diabetic cats
- VERY LOW CARB**
Contains very low levels of carbohydrates to help reduce blood glucose variation
- HIGH VIT E**
High levels of vitamin E increased vitamin E to reduce oxidative stress

PRODUCT



Chicken
Tender pieces in gravy
85g pouch

Beef
Tender pieces in gravy
85g pouch

Mousse
195g can

PROVEN RESULTS

CLINICAL ADVANTAGES WITH THE USE OF FELINE DM ST/OX DIABETES MANAGEMENT

PURINA[®] PRO PLAN[®] VETERINARY DIETS DM St/Ox Diabetes Management[™] is an ultra-low carbohydrate diet providing proven high efficacy in the nutritional support of cats with diabetes mellitus with the ability to improve gluco-regulation, and induce remission of diabetes in a proportion of cats.

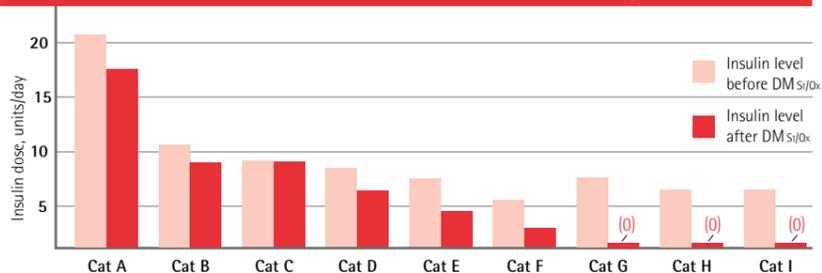
Since the feline metabolism is designed to derive most of their glucose needs from protein rather than carbohydrate, and because restriction of dietary carbohydrates can control blood glucose and insulin concentrations, this has been used to provide very significant control of feline diabetes.

Studies have clearly shown that the very low carbohydrate, and relatively high protein and fat content of Feline DM St/Ox Diabetes Management can lead to:

- Improved clinical control of diabetes mellitus
- Significantly reduced exogenous insulin requirements
- Significantly increased rates of diabetic remission (four-fold)
- Significantly better control of diabetes compared to the 'traditional' approach of a moderate carbohydrate diet combined with a high fibre content

The use of feline DM St/Ox Diabetes Management in cats with stable long-term diabetes has been shown to reduce insulin requirements by more than 50% on average, with up to 30% of cats going into diabetic remission¹.

CHANGE IN INSULIN DOSAGE IN DIABETIC CATS FED FELINE DM St/Ox¹



Insulin requirements decreased for 89% of cats completing this 8 week trial, from a mean of 4.8 U/day to 2.0 U/day. Three of the nine cats no longer required exogenous insulin at the end of the study.

1. Frank G et al. Use of a high-protein diet in the management of feline diabetes mellitus. Veterinary Therapeutics 2001; 2:238-246.
2. Rand JS, Marshall RD. Diabetes mellitus in cats. Vet Clin Small Anim 2006; 35:211-224.

DAILY FEEDING GUIDELINES

It is important to closely monitor the cat's glycaemia during the first weeks of feeding PURINA[®] PRO PLAN[®] VETERINARY DIETS DM ST/OX Diabetes Management[™] in order to adjust the insulin dosage. Feline DM ST/OX Diabetes Management can be fed for life if necessary. Feline DM ST/OX Diabetes Management can also be used for weight loss and its formulation may increase satiety².

FOR ADULT MAINTENANCE

| Body weight (kg) | Daily feeding quantities | | | | | | |
|------------------|--------------------------|--------------------|----------------------|------------------|-----------|----------------------|-----------|
| | Dry only (g/day) | Wet only (can/day) | Wet only (pouch/day) | Can+dry combined | | Pouch + dry combined | |
| | | | | Can/day | Dry g/day | Pouch/day | Dry g/day |
| 4 | 65 | 1 3/4 | 3 | 1 | 10 | 2 | 20 |
| 6 | 95 | 1 3/4 | 4 1/2 | 1 | 45 | 3 | 30 |
| 8 | 125 | 2 1/2 | 5 3/4 | 1 | 75 | 4 | 40 |
| 10 | 160 | 3 | 7 | 1 | 105 | 5 | 45 |

For each additional 1 kg of body weight, feed an additional 1/2 of can per day when only wet food, and 14 g of dry food when only dry food fed, and 1 extra can and 7 g dry food when mixed food is given for weight maintenance.

FOR ADULT WEIGHT LOSS

| Body weight (kg) | Daily feeding quantities | | | |
|------------------|--------------------------|---------------|------------------|-----------|
| | Dry (g/day) | Wet (can/day) | Can+dry combined | |
| | | | Can/day | Dry g/day |
| 4 | 55 | 1 | 1 | 5 |
| 6 | 80 | 1 2/3 | 1 | 30 |
| 8 | 110 | 2 | 1 | 55 |

INGREDIENTS

INGREDIENTS WET (POUCH)

With chicken: Pork liver & kidney, trout, salmon and salmon meal, chicken, greaves, plasma powder, cellulose powder, pork gelatine powder, corn starch.

With beef: Pork liver & kidney, salmon and salmon meal, trout, beef (liver), chicken, greaves, plasma powder, cellulose powder, pork gelatine powder, corn starch.

KEY NUTRIENT VALUES

FELINE DM ST/OX DIABETES MANAGEMENT

| Key nutrient values* | Dry | Wet (can) | Wet (pouch)** |
|--|------------|------------|---------------|
| Moisture | 6.5% | 76.5% | 77% |
| Protein | 50% | 13% | 13% |
| - Arginine | 2.8% | 0.76% | 0.7% |
| Fat | 17% | 5.5% | 5.5% |
| - Essential fatty acids | 2.51% | 1.36% | 1.36% |
| - Omega-6 fatty acids | 2.52% | 1.4% | 0.8% |
| - Omega-3 fatty acids | 0.55% | 0.4% | 0.4% |
| Carbohydrate | 17% | 1.9% | 1.3% |
| - Starch | 12.5% | 0.4% | 0.35% |
| - Total sugars | 0.8% | 0.5% | 0.02% |
| Crude fibre | 1.5% | 0.9% | 0.8% |
| Vitamin E | 550 mg/kg | 105 mg/kg | 173.5 mg/kg |
| Metabolisable energy (ME) ¹ | 3.8 kcal/g | 0.9 kcal/g | 0.97 kcal/g |

* Typical analysis in the final product. ** Average of the two varieties.
¹ Calculated using modified Atwater's factors.

INGREDIENTS WET (CAN)

Pork heart, liver and kidney, poultry heart and liver, trout, salmon meal, cellulose, minerals, corn starch.



A clinical diet designed for weight loss and maintenance of optimal weight in adult cats.

INDICATIONS

- > Obesity
- > Constipation
- > Hyperlipidaemia
- > Diabetes mellitus in overweight cats

CONTRAINDICATIONS

- > Not suitable for growth and reproduction

KEY BENEFITS



High protein

High protein level to help promote loss of body fat while maintaining muscles mass.



Low fat and low calorie diet

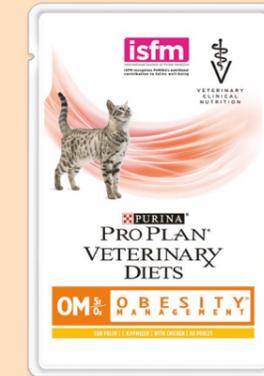
Low calorie diet to help with weight loss.



Urinary security / UTH security

Help prevent struvite and oxalate urinary stone, more common in overweight cats.

PRODUCT



Chicken
Tender pieces in gravy
85g pouch

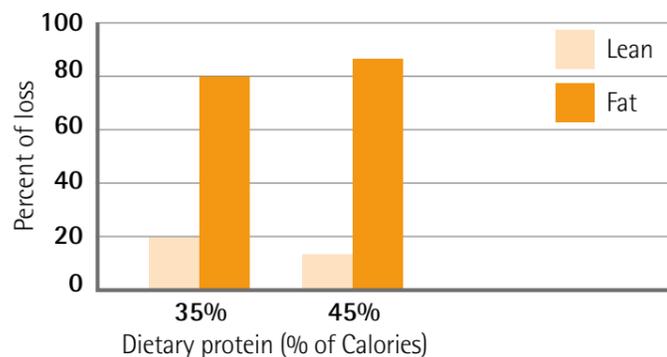
PROVEN RESULTS

CLINICAL ADVANTAGES WITH THE USE OF FELINE OM ST/OX OBESITY MANAGEMENT™

PURINA® PRO PLAN® VETERINARY DIETS OM ST/OX Obesity Management™ is characterised by:

- Higher protein levels and high protein: calorie ratio that have been proven to minimise loss of lean weight and encourage loss of fat during weight loss in cats².
- High protein that also reduces the oxidative stress during weight loss in cats³.
- High protein, low fat and high fibre levels that reduce caloric density leading to effective weight loss and may increase satiety.
- A diet suitable for both weight loss and weight maintenance in cats prone to obesity.
- The reassurance of a diet that reduces the risk of urinary calculus formation.

INCREASED PROTEIN = INCREASED FAT LOSS IN CATS



DAILY FEEDING GUIDELINES

| Body weight (kg) | Adult cat weight loss | | Adult cat weight maintenance | | Wet + Dry Adult cat weight loss | | Wet + Dry Adult cat weight maintenance | |
|------------------|-----------------------|------------------------|------------------------------|------------------------|---------------------------------|-------------|--|-------------|
| | DRY only (g/day) | WET only (pouches/day) | DRY only (g/day) | Wet only (pouches/day) | WET (pouches/day) | DRY (g/day) | WET (pouches/day) | DRY (g/day) |
| 5 | 95 | 2 | 115 | 2 1/2 | 3 | 20 | 3 | 25 |
| 6 | 125 | 2 1/2 | 155 | 3 1/4 | 3 | 35 | 3 | 40 |
| 8 | 155 | 3 | 195 | 4 | 3 | 65 | 3 | 55 |

For cats > 8kg: add 15g per additional kg of body weight, both for weight loss and weight maintenance.

POUCHES feeding guidelines: It is recommended that a veterinarian's opinion be sought before use or before extending period of use. Recommended length of time: until target body weight is achieved. 1 pouch = 20 g of Feline OM Dry. Mixed Feeding guidelines are validated only for mixing Feline OM dry and wet.

The suggested daily food intake for weight loss is based on the cat's current weight, average caloric requirements and a desired safe weight loss of 1% body weight per week. Daily food intake must be adjusted according to response and generally every 4 weeks. PURINA® PRO PLAN® VETERINARY DIETS OM ST/OX Obesity Management™ must be fed until target body weight is achieved. Feline OM ST/OX Obesity Management can be fed long-term for cats prone to gain weight using the maintenance feeding quantities.

Obesity and excess body weight has become a major problem in cats in many regions of the world, just as it is amongst human beings. Studies suggest that up to 20-40% of cats may be overweight, with up to 5-10% being classified as obese¹.

INGREDIENTS

INGREDIENTS WET (POUCH)

Pork (liver, kidney, lung), chicken, dehydrated salmon protein, dehydrated pork protein, pea fibre, flour rice, cellulose, corn starch, minerals.

KEY NUTRIENT VALUES

| Key nutrient values* | FELINE OM ST/OX OBESITY MANAGEMENT | |
|--|------------------------------------|-------------|
| | Dry | Wet (Pouch) |
| Moisture | 6.5% | 80.0% |
| Protein | 48% | 10.6% |
| Fat | 8% | 2.5% |
| - Omega-6 fatty acids | 1.29% | 0.6% |
| - Omega-3 fatty acids | 0.39% | 0.1% |
| Carbohydrate | 22% | 2.6% |
| Crude fibre | 7.5% | 1.6% |
| Taurine | 1500 mg/kg | 1400 mg/kg |
| Vitamin E | 550 mg/kg | 118 mg/kg |
| Metabolisable energy (ME) ¹ | 3.1 kcal/g | 0.67 kcal/g |

* Typical analysis in the final product.
¹ Calculated using modified Atwater's factors.

1. German A. The growing problem of obesity in dogs and cats. *J Nutr* 2004; **136**:S1940-S1946.
2. Laflamme DP, Hannah SS. Increased dietary protein promotes fat loss and reduces loss of lean body mass during weight loss in cats. *Intern J Appl Res Vet Med* 2005; **3**:62-68.
3. Tanner AE et al. Nutritional amelioration of oxidative stress induced by obesity and acute weight loss. *Comp Cont Ed Pract Vet* 2006; **28**:72.



A clinical diet designed for nutritional support during convalescence in cats of all ages

INDICATIONS

- > Critical care nutritional support
- > Peri-operative nutritional support
- > Convalescence from injury and illness
- > Diabetes mellitus in overweight cats
 - Lactation
 - Malnutrition

CONTRAINDICATIONS

- > Conditions associated with the need for a low protein diet (advanced stage of chronic renal failure) or low fat diet (fat malassimilation)

KEY BENEFITS

- HIGH PROTEIN** **Increased levels of high quality protein** to aid recovery, repair and preserve lean body mass.
- HIGH KCAL** **High nutrient density** to provide energy for recovery (60% energy from fat, 36% from protein).
- HIGH DIGESTIBILITY** **High digestibility** formulated with highly digestible ingredients.

PRODUCT

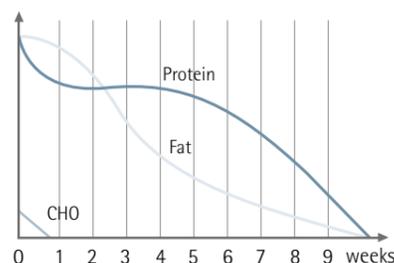


Mousse 195g can

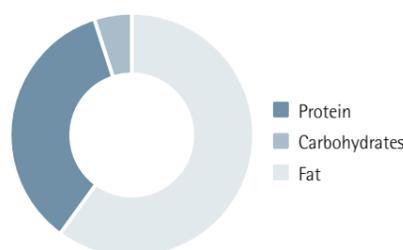
PROVEN RESULTS

Nutrition is an important therapeutic intervention in the management of critical care patients¹. During illness, hormonal and cytokine changes interfere with the normal adaptive responses to a reduced caloric intake. Thus, energy requirements are not down-regulated, and a metabolic shift also causes preferential use of body protein rather than fat to meet ongoing energy demands¹.

ENERGY STORAGE LOSSES DURING FASTING



% ENERGY IN FELINE AND CANINE CN CONVALESCENCE



The consequent protein-energy malnutrition (PEM) that results can have many adverse consequences including:

- Impaired immune responses
- Hypoproteinaemia
- Anaemia
- Delayed healing
- Muscle weakness
- Increased morbidity and mortality

DAILY FEEDING GUIDELINES

PURINA® PRO PLAN® VETERINARY DIETS CN Convalescence™ Feline and Canine Formula is recommended until recovery or convalescence is complete. Warming food to room temperature can help enhance palatability in cats. The product can be diluted with water (1:1) and mixed with a blender for tube feeding administration if desired. In that case it should be used in cats with feeding tubes \geq 14FG.

| FOR ADULT MAINTENANCE | |
|-----------------------|----------------------------------|
| Body weight (kg) | Daily feeding quantity (can/day) |
| 2 | 2/3 |
| 4 | 1 1/4 |
| 6 | 1 3/4 |

For cats over 6 kg add 1/3 of can per day for each additional kg of body weight.

| KITTEN GROWTH | |
|---------------|----------------------------------|
| Age (weeks) | Daily feeding quantity (can/day) |
| 6 – 12 | 1/2 to 1 1/2 |
| 12 – 26 | 1 to 2 |
| 26 – 52 | 2 to 1 |

INGREDIENTS

INGREDIENTS WET (CAN)

Pork kidney, liver, lung and plasma, turkey, salmon, sunflower oil, minerals, corn starch, fish oil, various sugars.

KEY NUTRIENT VALUES

| FELINE AND CANINE CN CONVALESCENCE | |
|--|--------------|
| Key nutrient values* | Wet |
| Moisture | 76% |
| Protein | 11.2% |
| - Arginine | 0.57% |
| - Taurine | 1700 mg/kg |
| Fat | 7.8% |
| - Omega-6 fatty acids | 2.5% |
| - Omega-3 fatty acids | 0.3% |
| Carbohydrate | 1.2% |
| Fibre | 0.3% |
| Zinc | 46 mg/kg |
| Vitamin A | 25 231 IU/kg |
| Vitamin E | 171 mg/kg |
| Metabolisable energy (ME) ¹ | 1.1 kcal/g |

* Typical analysis in the final product.

¹ Calculated using modified Atwater's factors.

MINOR GI CONDITIONS:

Highly palatable formulas for long-term health
from PURINA® PRO PLAN®

PROVEN
FORMULAS

HIGH QUALITY
INGREDIENTS

HIGHLY
PALATABLE





JUNIOR NUTRISAVOUR



JUNIOR

A COMPLETE DIET FOR KITTENS, NEUTERED KITTENS AND ADULT QUEENS

- > Weaning and growth
- > Suitable for neutered kittens
- > Gestation and lactation
- > Tasty chunks in jelly (chicken variety)
- > Tender pieces in gravy (turkey variety)

KEY BENEFITS (POUCHES)



Helps support healthy vision and brain development
Contains a natural source of DHA, essential for optimal development of retinal cells and neurons



Helps support healthy bones and muscles growth
Contains adapted levels of calcium, phosphorus and vit D for bone growth and high levels of protein for lean muscle mass development



Healthy development of vital functions
Contains all the nutrients essential to support growth of kittens

OPTISTART® NATURAL DEFENSES
Contains OPTISTART®, proven to help support kittens' intestinal health and help reduce risk of upsets



OPTISTART® is proven to reinforce kitten's intestinal health and reduce the risk of upsets thanks to bovine colostrum, proven to stabilise intestinal microflora during stress episodes in kittens.

PRODUCT



Chicken
Chunks in jelly
85g pouch



Turkey
Tender pieces in gravy
85g pouch



Beef
Tender pieces in gravy
85g pouch



Chicken mousse 85g can

DAILY FEEDING GUIDELINES

| KITTEN GROWTH | | |
|---------------|--------------------------|---|
| Age (weeks) | Pouches/day ³ | Cans/day |
| 6 to 12 | 2 to 4 pouches | 1 to 3 cans/day |
| 12 to 26 | 3 to 6 pouches | 2 to 4 cans/day |
| 26 to 52 | 3 to 6 pouches | 4 to 2 cans/day, in 2 meals or ad libitum |

| ADULT | |
|-----------|---------------------------------|
| Status | Pouches/day ² |
| Pregnancy | 90 g/day minimum |
| Lactation | 180 g/day minimum or ad libitum |

³ To be fed in at least 2 separate meals. Feeding quantities required for ideal body condition will vary, depending on age, activity, environment and neutered status.

INGREDIENTS

INGREDIENTS WET (POUCH)

With chicken: Meat and animal derivatives (of which chicken 5%), fish and fish derivatives, minerals, derivatives of vegetable origin, various sugars.
With turkey: Meat and animal derivatives (of which turkey 4%), vegetable protein extracts, fish and fish derivatives, derivatives of vegetable origin, various sugars.
With beef: Meat and animal derivatives (of which beef 4%), vegetable protein extracts, fish and fish derivatives, oils and fats, minerals, derivatives of vegetable origin, various sugars.

INGREDIENTS WET (CAN)

Rich in chicken: Meat and animal derivatives (of which Chicken 14%), fish and fish derivatives, minerals, derivatives of vegetable origin, various sugars.

KEY NUTRIENT VALUES

| Key nutrient values* | JUNIOR NUTRISAVOUR | |
|--|--------------------------|--------------|
| | Wet (pouch) ² | Wet (can) |
| Moisture | 79.5% | 75% |
| Protein | 11.3% | 13% |
| Fat | 4.1% | 7% |
| - Omega-6 fatty acids | 1.3% | 0.9% |
| - Omega-3 fatty acids | 0.1% | 0.1% |
| - DHA | 0.01% | - |
| Carbohydrate | 2.35% | 1.8% |
| Crude fibre | 0.3% | 0.01% |
| Calcium | 0.3% | 0.42% |
| Phosphorus | 0.3% | 0.41% |
| Vitamin A | 24781 IU/kg | 21700 IU/kg |
| Vitamin D ₃ | 1845.5 IU/kg | 2140 mg/kg |
| Vitamin E | 298 mg/kg | 270 mg/kg |
| Metabolisable energy (ME) ¹ | 0.88 kcal/g | 1.11 kcal/kg |

* Typical analysis in the final product.

¹ Calculated using modified Atwater's factors.

² Average of the two varieties.



A COMPLETE DIET FOR ALL ADULT CATS

- › From 1 to 7 years
- › Tasty chunks in jelly (lamb or turkey varieties)
- › Tender pieces in gravy (duck variety), made with a proprietary technology

KEY BENEFITS (POUCHES)



Supports healthy joints and good mobility

Contains anti-inflammatory omega-3 fatty acids such as eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA)



Helps maintain strong natural defences thanks to antioxidants such as Vitamin E

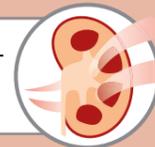
Contains high levels of vit E and other antioxidants such as zinc and selenium



Healthy skin and shiny coat

Formulated with selected nutrients for healthy skin and coat such as omega 3 and 6 essential fatty acids and zinc

OPTIRENAL® HEALTHY KIDNEYS
Contains OPTIRENAL®, a unique formulation to promote healthy kidneys



OPTIRENAL® is a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids.

PRODUCT



Lamb
Chunks in jelly
85g pouch



Turkey
Chunks in jelly
85g pouch



Duck
Tender pieces in gravy
85g pouch



Chicken terrine 85g can

DAILY FEEDING GUIDELINES

POUCHES: 4kg cat, feed 3 pouches/day (duck variety) or 4 pouches/day (lamb and turkey varieties) in at least 2 separate meals. (OR we could just mention 3 to 4 pouches/day).

CAN: For an average adult cat of 4 kg, feed 2 to 3 cans per day in separate meals.

INGREDIENTS

INGREDIENTS WET (POUCH)

With lamb: Meat and animal derivatives (of which lamb 4%), fish and fish derivatives, various sugars, minerals, derivatives of vegetable origin.

With turkey: Meat and animal derivatives (of which turkey 4%), fish and fish derivatives, minerals, derivatives of vegetable origin, various sugars.

With duck: Meat and animal derivatives (of which duck 4%), vegetable protein extracts, fish and fish derivatives, minerals, derivatives of vegetable origin, oils and fats, various sugars.

INGREDIENTS WET (CAN)

Meat and animal derivatives (of which chicken 14%), minerals, various sugars, derivatives of vegetable origin.

KEY NUTRIENT VALUES

| Key nutrient values ² | ADULT NUTRISAVOUR | |
|--|--------------------------|-------------|
| | Wet (pouch) ¹ | Wet (can) |
| Moisture | 83% | 78% |
| Protein | 8.8% | 12% |
| Fat | 3.6% | 5.5% |
| - Omega-6 fatty acids | 0.63% | 1.1% |
| - Omega-3 fatty acids | 0.11% | 0% |
| Carbohydrate | 1.8% | 1.5% |
| Crude fibre | 0.4% | 0.02% |
| Calcium | 0.27% | 0.33% |
| Phosphorus | 0.28% | 0.29% |
| Vitamin A | 42382.72 IU/kg | 17900 IU/kg |
| Vitamin D ₃ | 608.77 IU/kg | 1830 IU/kg |
| Vitamin E | 271 IU/kg | 190 IU/kg |
| Taurine | 657.48 mg/kg | 2140 mg/kg |
| Metabolisable energy (ME) ³ | 0.68 kcal/g | 0.94 kcal/g |

¹ Average of the three varieties.

² Typical analysis in the final product.

³ Calculated using modified Atwater's factors.



A COMPLETE DIET FOR ALL ADULT CATS

- › Neutered or sterilised cats from 1 to 7 years
- › Tasty chunks in jelly (oceanfish or turkey varieties)
- › Tender pieces in gravy (beef and chicken varieties), made with a proprietary technology

KEY BENEFITS (POUCHES)



Helps maintain urinary health in neutered cats that are at increased risk of Feline Lower Urinary Tract Disease (FLUTD)

Fed with a wet diet, a cat increases water intake and diuresis thanks to higher food moisture



Helps maintain healthy body weight

Contains higher protein and lower fat levels*, which helps maintain lean body mass

* vs the other adult Nutrisavour products



Helps maintain strong natural defences thanks to antioxidants

Contains vitamin E, zinc and selenium.

OPTIRENAL® HEALTHY KIDNEYS

Contains OPTIRENAL®, a unique formulation to promote healthy kidneys



OPTIRENAL® is a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids.

PRODUCT



Ocean fish
Tender pieces in
gravy 85g pouch



Duck
Tender pieces in
gravy 85g pouch



Beef
Tender pieces in
gravy 85g pouch



Tuna and Salmon
Terrine 85g can



Chicken
Tender pieces in
gravy 85g pouch



Ocean fish
Chunks in jelly
85g pouch



Turkey
Chunks in jelly
85g pouch

DAILY FEEDING GUIDELINES

| Body weight (kg) | Pouches/day ⁴ |
|------------------|--------------------------|
| 2 | 2 |
| 4 | 3 |
| 6 | 4 |

⁴ To be fed in at least two separate meals.

CAN: For an adult cat of 4 kg, 2 to 3 cans/day in separate meals.

INGREDIENTS

INGREDIENTS WET (POUCH)

With ocean fish chunks in gravy: meat and animal derivatives, vegetable protein extracts, fish and fish derivatives (of which oceanfish 4%), derivatives of vegetable origin, minerals, oils and fats, various sugars.

With duck: Meat and animal derivatives (of which duck 4%), vegetable protein extracts, fish and fish derivatives, amino acids, derivatives of vegetable origin, minerals, oils and fats, thickeners, various sugars, cellulose, vitamins, colourants.

With beef: Meat and animal derivatives (of which beef 4%), vegetable protein extracts, fish and fish derivatives, derivatives of vegetable origin, minerals, oils and fats, various sugars.

With chicken: Meat and animal derivatives (of which chicken 4%), vegetable protein extracts, fish and fish derivatives, derivatives of vegetable origin, minerals, oils and fats, various sugars.

With ocean fish chunks in jelly: meat and animal derivatives, fish and fish derivatives (of which oceanfish 4%), minerals, derivatives of vegetable origin, various sugars

With turkey: Meat and animal derivatives (of which turkey 4%), fish and fish derivatives, minerals, derivatives of vegetable origin, various sugars.

INGREDIENTS WET (CAN)

Meat and animal derivatives, fish and fish derivatives (tuna 4%, salmon 4%), minerals, various sugars, derivatives of vegetable origin.

KEY NUTRIENT VALUES

| Key nutrient values ² | STERILISED NUTRISAVOUR | |
|--|--------------------------|-----------|
| | Wet (pouch) ¹ | Wet (can) |
| Moisture | 79.5% | 77.0% |
| Protein | 10.9% | 13.0% |
| Fat | 3.4% | 5.0% |
| - Omega-6 fatty acids | 0.77% | |
| - Omega-3 fatty acids | 0.1% | |
| Carbohydrate | 2.5% | 1.93% |
| Crude fibre | 0.4% | 0.07% |
| Calcium | 0.26% | - |
| Phosphorus | 0.29% | - |
| Zinc | 41.73 mg/kg | - |
| Selenium | 0.1 mg/kg | - |
| Vitamin A | 34152.8 IU/kg | - |
| Vitamin D ₃ | 2820 IU/kg | - |
| Vitamin E | 364 IU/kg | - |
| Metabolisable energy (ME) ³ | 0.85 kcal/g | - |

¹ Average of the four varieties.

² Typical analysis in the final product.

³ Calculated using modified Atwater's factors.



DELICATE NUTRISAVOUR



DELICATE

A COMPLETE WET DIET FOR ALL ADULT CATS

- > Adult cats with either sensitive digestion or sensitive skin
- > Tender pieces with ocean fish or turkey in gravy, made with a proprietary technology

KEY BENEFITS (POUCHES)



Proven to promote digestive health

With prebiotic (inulin), proven to promote a healthy digestive system



Helps reduce skin reactions associated with food sensitivity

With adapted levels of EPA+DHA for inflammation management



Highly digestible

Made with high quality ingredients

OPTIRENAL® HEALTHY KIDNEYS
Contains OPTIRENAL®, a unique formulation to promote healthy kidneys



OPTIRENAL® is a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids.

PRODUCT



Ocean fish
Tender pieces in gravy
85g pouch



Turkey
Tender pieces in gravy
85g pouch



Lamb
Tender pieces in gravy
85g pouch



Turkey mousse 85g can

DAILY FEEDING GUIDELINES

| Body weight (kg) | Pouches/day ⁴ |
|------------------|--------------------------|
| 2 | 2 |
| 4 | 3 |
| 6 | 5 |

⁴ To be fed in at least two separate meals.

CAN: For an average adult cat of 4 kg, feed 2 to 3 cans per day in separate meals.

INGREDIENTS

INGREDIENTS WET (POUCH)

With oceanfish: Meat and animal derivatives, vegetable protein extracts, fish and fish derivatives derivatives (of which 4% ocean fish), oils and fats, derivatives of vegetable origin, minerals, various sugars.

With turkey: Meat and animal derivatives (of which 4% Turkey), vegetable protein extracts, fish and fish derivatives, oils and fats, derivatives of vegetable origin, minerals, various sugars.

With lamb: Meat and animal derivatives (of which lamb 4%), vegetable protein extracts, fish and fish derivatives, derivatives of vegetable origin, oils and fats, minerals, various sugars.

INGREDIENTS WET (CAN)

Meat and animal derivatives (of which turkey 14%), oils and fats, minerals, derivatives of vegetable origin, various sugars.

KEY NUTRIENT VALUES

| Key nutrient values ² | DELICATE NUTRISAVOUR | |
|--|--------------------------|-------------|
| | Wet (pouch) ¹ | Wet (can) |
| Moisture | 78% | 77.5% |
| Protein | 12.6% | 11.0% |
| Fat | 3.8% | 80.5% |
| - Omega-6 fatty acids | 1.1% | 1.4% |
| - Omega-3 fatty acids | 0.1% | 0.1% |
| Carbohydrate | 3% | 0.3% |
| Crude fibre | 0.3% | 0.01% |
| Calcium | 0.24% | 0.3% |
| Phosphorus | 0.28% | 0.31% |
| Vitamin A | 30448.5 IU/kg | 1645 IU/kg |
| Vitamin D ₃ | 3090 IU/kg | 2210 IU/kg |
| Vitamin E | 341 IU/kg | 180 IU/kg |
| Taurine | 680.9 mg/kg | 2000 mg/kg |
| Metabolisable energy (ME) ³ | 0.87 kcal/g | 1.12 kcal/g |

¹ Average of the two varieties.

² Typical analysis in the final product.

³ Calculated using modified Atwater's factors.



LIGHT



LIGHT

A COMPLETE DIET FOR ADULT CATS

- › Less active or sedentary cats from 1 to 7 years
- › Overweight cat
- › Contains more than 4% of turkey
- › Reduced calories and reduced fat contents
- › Contains more than 4% of turkey
- › Reduced calories and reduced fat content

KEY BENEFITS



Helps maintain hair health and beauty during weight loss
 Contains vitamin A, essential fatty acids and zinc for silky and glossy coat

OPTI-LIGHT LOW FAT
 Low fat to help weight loss



OPTI-LIGHT® helps weight loss due to fat reduced by -40% versus adult formula together with high protein levels and added fibres.

PRODUCT



Chicken
 Chunks in gravy
 85g can

DAILY FEEDING GUIDELINES

For an average adult cat of 4 kg, feed 3 cans per day, 6 kg between 4 and 5 cans per day in at least 2 separate meals.

INGREDIENTS

INGREDIENTS WET (CAN)

Meat and animal derivatives (of which turkey 6%), vegetable protein extracts, cereals, fish and fish derivatives, minerals, various sugars.

KEY NUTRIENT VALUES

| LIGHT | |
|--|--------------|
| Key nutrient values* | Wet (Can) |
| Moisture | 80% |
| Protein | 12% |
| Fat | 3% |
| - Omega 6 fatty acids | 0.7% |
| - Omega 3 fatty acids | 0.1% |
| Carbohydrate | 2.73% |
| Crude fibre | 0.07% |
| Calcium | 0.23% |
| Phosphorous | 0.21% |
| Vitamin A | 1188 IU/kg |
| Vitamin D ₃ | 166 IU/kg |
| Vitamin E | 160mg/kg |
| Taurine | 635 mg/kg |
| Metabolisable energy /ME) [†] | 77 kcal/100g |

* Typical analysis in the final product.
[†] Calculated using modified Atwater's factors.



HOUSECAT NUTRISAVOUR



HOUSECAT

A COMPLETE WET DIET FOR ALL ADULT CATS

- › Adult cats from 1 to 7 years living indoors
- › Adult cats from 1 to 7 years prone to hairball formation
- › Tasty chunks in jelly (turkey variety)
- › Tender pieces in gravy (salmon variety), made with a proprietary technology

KEY BENEFITS



Minimised hairball formation

Contains high levels of fibres to help minimize hairball formation



Helps reduce litterbox odour

Formulated with a prebiotic reducing inopportune nitrogenous intestinal fermentation



Helps prevent excessive weight gain and maintain a lean body condition

Contains high protein level which helps maintain a lean and healthy body condition

OPTIRENAL® HEALTHY KIDNEYS
Contains OPTIRENAL®, a unique formulation to promote healthy kidneys



OPTIRENAL® is a special combination of nutrients including antioxidants, arginine and omega-3 fatty acids.

PRODUCT



Salmon
Tender pieces in gravy
85g pouch



Turkey
Chunks in jelly
85g pouch

DAILY FEEDING GUIDELINES

| Body weight (kg) | Pouches/day ³ |
|------------------|--------------------------|
| 2 | 2 |
| 4 | 3 |
| 6 | 5 |

³ To be fed in at least 2 separate meals.

INGREDIENTS

INGREDIENTS WET (POUCH)

With salmon: Meat and animal derivatives, vegetable protein extracts, fish and fish derivatives (of which salmon 4%), oils and fats, minerals, various sugars, derivatives of vegetable origin.

With turkey: Meat and animal derivatives (of which turkey 4%), derivatives of vegetable origin, fish and fish derivatives, minerals, various sugars.

KEY NUTRIENT VALUES

| HOUSECAT NUTRISAVOUR | |
|--|------------------|
| Key nutrient values* | Wet ² |
| Moisture | 79% |
| Protein | 12% |
| Fat | 4% |
| - Omega-6 fatty acids | 1.1% |
| - Omega-3 fatty acids | 0.2% |
| Carbohydrate | 1.5% |
| Crude fibre | 1.1% |
| Calcium | 0.21% |
| Phosphorus | 0.26% |
| Vitamin A | 31732.09 IU/kg |
| Vitamin D ₃ | 3260 IU/kg |
| Vitamin E | 288 IU/kg |
| Taurine | 675.29 mg/kg |
| Metabolisable energy (ME) ¹ | 0.81 kcal/g |

* Typical analysis in the final product.

¹ Calculated using modified Atwater's factors.

² Average of the two varieties.



A COMPLETE DIET FOR ALL ADULT CATS

- › Adult cats from 1 to 7 years prone to hairball formation
- › Adult cats with sensitive skin
- › Tender pieces with cod in gravy, made with a proprietary technology

KEY BENEFITS



Controls hairball formation

Formulated with fibers to safely and gently move hair through the digestive tract



Proven to maintain healthy skin and beautiful coat

Contains specific level of key nutrients (incl. high quality protein, vit E and omega-6 fatty acids)



Helps limit excessive hair loss

Contains high protein level (36%) – main constituent of hair and all skin nutrients essential for hair quality

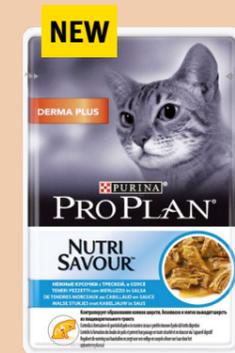
HAIRBALL CONTROL

Controls hairball formation and safely & gently moves hair through the digestive tract



HAIRBALL CONTROL controls hairball formation and safely and gently moves hair through the digestive tract thanks to a high level of fibre, which stimulates intestinal peristalsis and is proven to increase faecal hair elimination.

PRODUCT



Cod
Tender pieces in gravy
85g pouch

DAILY FEEDING GUIDELINES

| Body weight (kg) | Pouches/day ² |
|------------------|--------------------------|
| 2 | 2 |
| 4 | 3 |
| 6 | 5 |

² To be fed in at least 2 separate meals.

INGREDIENTS

INGREDIENTS WET (POUCH)

Meat and animal derivatives, vegetable protein extracts, fish and fish derivatives (of which cod 4%), derivatives of vegetable origin, minerals, oils and fats, various sugars.

KEY NUTRIENT VALUES

| DERMA PLUS NUTRISAVOUR | |
|--|----------------|
| Key nutrient values* | Wet |
| Moisture | 78% |
| Protein | 12.6% |
| Fat | 3.8% |
| - Omega-6 fatty acids | 1.23% |
| - Omega-3 fatty acids | 0.12% |
| Carbohydrate | 29.5% |
| Crude fibre | 0.9% |
| Vitamin A | 18652.37 IU/kg |
| Vitamin D ₃ | 713.05 IU/kg |
| Vitamin E | 261.05 IU/kg |
| B vitamins | 203 mg/kg |
| Zinc | 34.69 mg/kg |
| Metabolisable energy (ME) ¹ | 0.85 kcal/g |

* Typical analysis in the final product.

¹ Calculated using modified Atwater's factors.



ADULT 7+ NUTRISAVOUR



ADULT 7+

A COMPLETE DIET FOR ALL MATURE ADULT CATS

> From 7 years old and above

KEY BENEFITS (POUCHES)



Helps support key vital functions (immune, renal, digestion)
Formulated with LONGEVIS®, proven to improve key health parameters in adult cats aged 7 years and above



Balanced gut microflora for digestive health
Formulated with LONGEVIS®, proven to promote a healthy gut flora



Balanced minerals for a healthy urinary system
Contains essential minerals and provides a controlled urinary pH

LONGEVIS® LONGER HEALTHIER LIFE
Contains LONGEVIS®, proven to extend the healthy lifespan and improve quality of life



LONGEVIS® is a Nestlé PURINA® proprietary combination of ingredients, proven to extend lifespan of 7+ cats by one year on average.

PRODUCT



Turkey
Tender pieces in gravy
85g pouch



Tuna
Mousse
85g can

DAILY FEEDING GUIDELINES

| Body weight (kg) | Daily feeding quantity (pouches/day ²) | |
|------------------|--|-------------------|
| | Age 7-11 years old | Age >12 years old |
| 2 | 2 | 3 |
| 4 | 3 | 4 |

² To be fed in at least 2 separate meals.

CAN: For an average adult cat of 4 kg, feed 2 to 3 cans per day in separate meals.

INGREDIENTS

INGREDIENTS WET (POUCH)

Meat and animal derivatives (of which turkey 4%), vegetable protein extracts, fish and fish derivatives, oils and fats, minerals, derivatives of vegetable origin, various sugars.

INGREDIENTS WET (CAN)

Meat and animal derivatives, fish and fish derivatives (of which tuna 4%), oils and fats, minerals, vegetables, derivatives of vegetable origin, various sugars.

KEY NUTRIENT VALUES

| Key nutrient values* | ADULT 7+ NUTRISAVOUR | |
|--|----------------------|-------------|
| | Wet (pouch) | Wet (can) |
| Moisture | 78% | 75.0% |
| Protein | 12.5% | 10.2% |
| Fat | 4.2% | 9.4% |
| - Linoleic acid | 1.31% | 0.57% |
| Carbohydrate | 2.6% | 2.4% |
| Crude fibre | 0.3% | 0.2% |
| Calcium | 0.3% | 0.36% |
| Phosphorus | 0.3% | 0.3% |
| Vitamin A | 19522.14 IU/kg | 22200 IU/kg |
| Vitamin D ₃ | 718.24 IU/kg | 2150 IU/kg |
| Vitamin E | 355.01 mg/kg | 200 mg/kg |
| Taurine | 742.03 mg/kg | 2040 mg/kg |
| Metabolisable energy (ME) ¹ | 0.89 kcal/g | 1.24 kcal/g |

* Typical analysis in the final product.

¹ Calculated using modified Atwater's factors.



To find out more information about the Purina wet nutrition range,
please contact your Purina representative.